

NUTRITION STANDARDS MEAL PATTERN CHANGES

Recipe for a Successful Media Coverage

MEDIA RELEASE

The following media release is designed to make it easy for you to get print, TV, and radio coverage regarding the new USDA Nutrition Standards in the National School Lunch Programs. Just fill in the blanks that are in **bold ink and underlined** with specific information appropriate to your school district, your school(s) and your activities.

This release is meant as a sample only. You may adapt it – and change the quotes – in any way that works to showcase the programs in your school.

Be sure to involve your public information officer in developing and distributing media releases in the most effective way possible.

If a media release leads to an interview with a reporter, these key messages may be useful.

Changes in Montana School Lunches for the 2012-13 School Year

KEY MESSAGES:

- USDA has issued new school meal patterns designed to help children maintain healthy weights and enjoy good health today and in the future.
- The new meal patterns continue the many improvements Montana School Nutrition Programs have been making for several years.
- School breakfast and lunch provide the fuel for Montana students to concentrate, learn, and succeed in the classroom. Health is academic!

When you are talking with anyone from the media, remember to:

- **Be positive:** Talk about all the delicious, nutritious options that students get to eat at your school.
- **Be descriptive:** Paint a “picture” with your words, about how appealing your meals are and how much children enjoy eating them.
- **Keep it simple:** There is no need to go into the details of vegetable sub-groups; just talk about the wonderful variety of veggies you serve.

**INSERT SCHOOL LOGO
or
USE SCHOOL STATIONARY**

FOR IMMEDIATE RELEASE:

Contact:

_____ (Contact name)
_____ (Title, e.g., Child Nutrition Director)
_____ (School name)
_____ (Telephone number)
_____ (Fax number)
_____ (E-mail address)

INSERT NAME SCHOOL DISTRICT EXPANDS NUTRITIOUS LUNCH CHOICES FOR STUDENTS AND STAFF

Updated nutrition standards will improve the health of insert number of students in school district students

_____ (city), Montana, _____ (date)

As part of a nationwide effort to improve student health, **insert name** School District will expand the menu selections at the elementary, middle school, and high school in the school lunch programs. The updated school lunches will offer students and staff a greater variety of fruits, vegetables, and whole grain items. These healthy changes reflect the new meal patterns established by USDA's Nutrition Standards for the National School Lunch Program.

"Continuing to improve the nutritional quality of the meals offered in our schools is an essential to help build a healthy future for our students," says School Nutrition Director **insert name**. "We want the meals we serve to be as nutritious and appealing as possible and are working hard to offer delicious choices to meet the nutrition needs of our students."

The updated nutrition standards are a key part of the 2010 Healthy, Hunger-Free Kids Act. They will help the foodservice staff enhance the **insert estimated number** lunches served every month to students and staff in the **insert name** School District. The new meal patterns build on the many improvements Montana School Nutrition Programs have been making over the past several years, including serving more fresh produce, whole grains, lean meats, and low fat milk.

According to **insert Food Service Manager's name**, "The new USDA Nutrition Standards will build on the positive changes we have been making for years. We've been training our staff and updating our menus to offer lunches that are good for kids – and that they love to eat. We offer a wide variety of fruits and vegetables, as well as whole grain breads and low fat or fat free milk."

Meeting USDA's new Nutrition Standards is just one of the many ways that **insert name** School District is focusing on the health of students. "We recognize the critical connection between good health and success in the classroom," says Superintendent **insert name**. "We know that children who are well nourished are better able to concentrate and learn in the classroom."

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